

EZY Marketer

QUICK START GUIDE GET UP AND RUNNING IN MINUTES



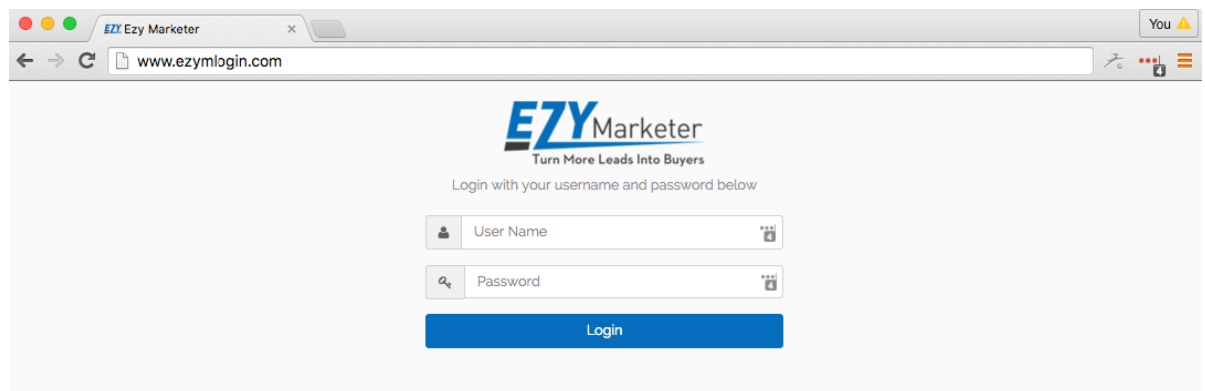
www.EzyMarketer.com

Quick Start Guide

The purpose of this guide is to get you up and running with EzyMarketer very quickly... So let's get into it, let's create your first Landing Page...

Log In

Go to www.ezymlogin.com to log into EzyMarketer. Your log in details are in your Welcome Email.

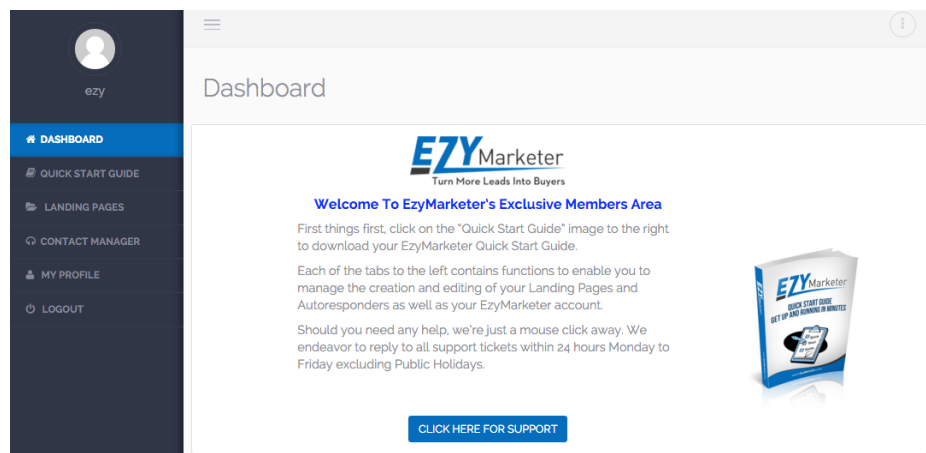


Video: www.intro.ezymarketer.com

Dashboard

When you log in, you will be on the Welcome screen of the Dashboard. The Welcome screen has the link to Support on the bottom. You can also contact support by going to: <http://www.support.ezymarketer.com>

You will see the Menu on the left hand side of the Dashboard to navigate to the different elements of EzyMarketer.



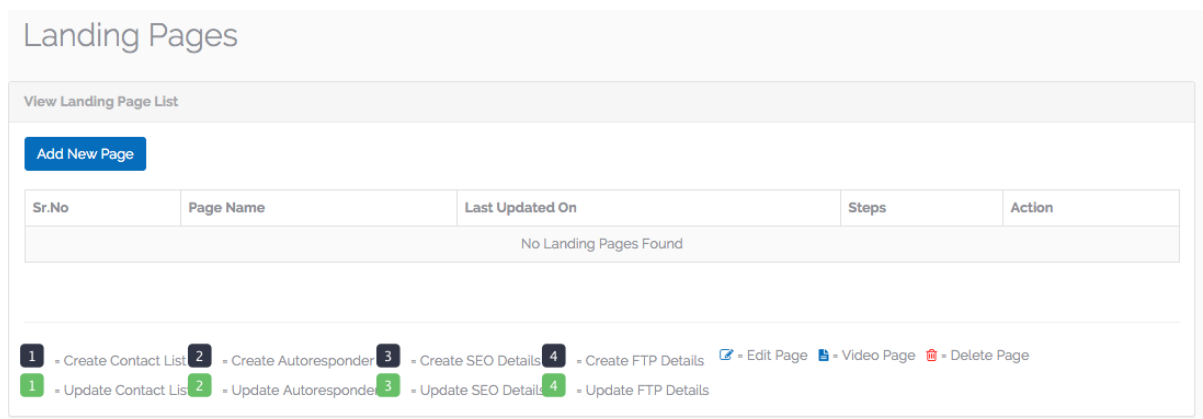
Video: www.dashboard.ezymarketer.com

Landing Pages

EzyMarketer will create 2 Landing Pages:

1. Landing Page with Opt In to capture your prospects details and enable your prospects to watch your video.
2. Landing Page that displays your video.

To Create a New Landing Page, click on “Add New Page”



The screenshot shows the 'Landing Pages' dashboard. At the top, there is a 'View Landing Page List' button. Below it is an 'Add New Page' button. A table with columns 'Sr.No', 'Page Name', 'Last Updated On', 'Steps', and 'Action' is shown, but it contains the message 'No Landing Pages Found'. At the bottom, there are two rows of numbered steps: the first row shows steps 1-4 in black boxes with descriptions like 'Create Contact List', 'Create Autoresponder', 'Create SEO Details', and 'Create FTP Details', along with icons for 'Edit Page', 'Video Page', and 'Delete Page'; the second row shows steps 1-4 in green boxes with descriptions like 'Update Contact Lis', 'Update Autoresponde', 'Update SEO Detail', and 'Update FTP Details'.

How To Customize Your Landing Page

Step-By-Step Video: www.landingpage.ezymarketer.com

How To Customize Your Landing Page That Displays Your Video

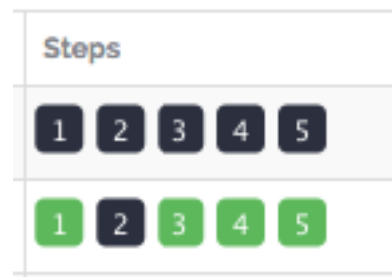
Step-By-Step Video: www.landingpage2.ezymarketer.com

How To Edit Your Landing Page

Step-By-Step Video: www.landingpage3.ezymarketer.com

Once you have customized both of your Landing Pages, you need to action the following 5 Steps:

Note: Steps that have not been completed display as BLACK while steps that have been completed display as GREEN.



The diagram shows two rows of five numbered steps each. The top row, labeled 'Steps', shows steps 1 through 5 in black boxes. The bottom row shows steps 1 through 5 in green boxes, indicating that all steps in this row have been completed.

Step 1: How To Create Contact List

The purpose of this step is to create the Contact List that stores all of your prospects details when they opt in to watch your video. This Contact List can be found in your Contact Manager.

Note: See the separate User Guide for EzyMarketer's Contact Manager.

Contact List Name	<input type="text" value="Enter Contact List Name"/>
From Name	<input type="text" value="Enter Name"/>
From Email	<input type="text" value="Enter Email Address"/>
Reply To Email	<input type="text" value="Enter Email Address"/>
	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

How To Create A Contact List

Step-By-Step Video: www.contactlist.ezymarketer.com

How To Edit Your Contact List

Step-By-Step Video: www.contactlist2.ezymarketer.com

Step 2: How To Create An Autoresponder

An Autoresponder is an email that is sent automatically. You can create an entire followup campaign by having emails strategically sent to your prospects at a specific time in the future. For example, you might want to send an email the moment a person opts in to watch your video, then a follow up email 1 hour after they opted in, and then another follow up email 1 day after they opted in and then another follow up email every day for the next 7 days.

Landing Page

View Landing Page Autoresponder

Sr.No	Autoresponder Name	Last Updated On	Sent	Action
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Autoresponders are a very powerful marketing tool as they are "Set and Forget". In other words, you write the emails once, schedule when they are to be sent and then you can forget about them as they work in the background on auto-pilot without you having to do anything.

Suffice to say, should you ever wish to tweak the wording of your emails or change the attachments etc, it is very simple to do and changes are updated instantaneously.

Creating an Autoresponder is as simple as using a Word Processor.

You can even personalize the email by using the prospects First Name. For example:

Hi %%First Name%%

You need to include 2 percentage signs before and after “First Name” and a space between “First” and “Name” as per above.

The autoresponder is then linked to your Contact List so it extracts the prospects first name from the Contact List and inserts it into the email.

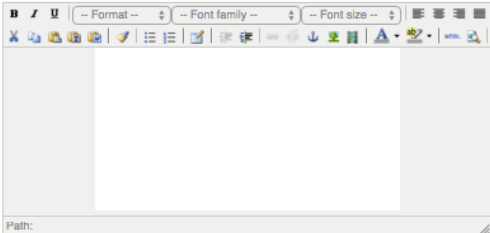
Landing Page

Autoresponder Details

Autoresponder Name

Send this Autoresponder As soon as the contact joins my list
 After the contact has been on my list for:

Email Subject

Email Content 

Path:

Warning: You can access Autoresponders in EzyMarketer’s Contact Manager too, however, DO NOT create them via the Contact Manager as they will not be linked to your Landing Page.

They are accessible via the Contact Manager should you wish to create a separate Contact List and add the Contacts manually or upload a CSV file containing all of your Contacts. You might want to do that for your Existing Clients, for example. You can then add Autoresponders to the Contact List .

We teach you Step-By-Step how to do this in the separate Contact Manager User Guide.

How To Create An Autoresponder

Step-By-Step Video: www.autoresponders.ezymarketer.com

Step 3: SEO

SEO is short for “Search Engine Optimization”.

The purpose of SEO is to help your Landing Pages be found by the search engines.

Landing Pages

SEO Details

[Back](#)

Page Name	Title	Meta Keyword	Meta Description	Analytics Script	Action
Coffee	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	✓
Video Page Of Coffee	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	✓

Step-By-Step Video: www.seo.ezymarketer.com

Step 4: FTP

FTP is short for “File Transfer Protocol”.

FTP is used to upload files to a website so they can be viewed on the Internet.

You need to create an FTP Account for each Landing Page that you create. Yes, it might sound daunting and “Geeky” but it is really quick and ezy as you will see in the FTP video.

When you have entered your FTP details into EzyMarketer, you click on the “Test FTP” button. EzyMarketer will then test your FTP settings to ensure that you have entered them correctly. If correct, you will see the green positive test notice and then EzyMarketer will automatically revert back to the main Landing Page dashboard. Give it a few moments to do it’s magic!

Landing Pages

FTP Details

Domain [?](#)
Example: your domain.com (NO www required)

FTP Server [?](#)
Example: ftp.yourdomain.com

FTP Username [?](#)
Example: username@yourdomain.com

FTP password [?](#)

Folder Location / [?](#)

[Test FTP](#) [Cancel](#)

Step-By-Step Video: www.ftp.ezymarketer.com

Step 5: Upload

This final step is the most exciting, as EzyMarketer uploads your 2 Landing Pages upon the click of a button, the number 5 (Upload Page) button.



Step-By-Step Video: www.upload.ezymarketer.com

Updating Your Landing Pages

You can update the details of any of the above 5 steps by clicking on the Green Number that represents the step that you wish to update.

Don't forget to "Save Changes" and "Finish Changes" and then "Upload" the page again so your updated Landing Page displays on the internet.

Support

Support is available by going to www.support.ezymarketer.com

We endeavor to reply to all Support Tickets within 24 to 28 hours excluding weekends and Public Holidays. More often than not, a LOT quicker than that!

Feedback and Testimonial

Our team thrives on feedback as it helps us to improve our product which in turn gives you a better user experience. Please submit all feedback via the Support Portal at: www.support.ezymarketer.com

Please bear in mind that not all enhancement requests will be actioned as we can not lose focus of our Video Landing Page Creator being quick and Ezy. There are many other complicated programs out there that have a lot more bells and whistles but we're not going there... Our motto is "Simplicity Rules"! :-)

EzyMarketer contains the essentials that are required for creating a Video Landing Page with Autoresponders. We pride ourselves with providing a product that Non-Tech people can easily master.

And to finish off, if you love our program as much as we and many of your fellow EzyMarketers do, we would love to read your testimonial or better still watch you sing our praises on a home video so we can showcase you and your business on our website.

We will display your business website on our Testimonial page to help promote you as a little thank you for taking the time to provide us with a Testimonial.

Last and by no means least, we look forward to hearing of your success!

The EzyMarketer TEAM
www.EzyMarketer.com



Are you looking for an **Ezy Online Payment Portal**? If so, check out how simple it is to create Payment Buttons for your website and Payment Links to send to your customers at www.EzyPaymentPortal.com

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Need Help With Video Creation/Editing or Graphics Work?

Email us at info@EzyMarketer.com with what you want done and one of our talented crew will get back to you.